MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding is entered between **Blitz – The Western Dance Society, Shaheed Sukhdev College of Business Studies**, and **Belle** on **15 March 2026**.

The MoU is in view of Belle collaborating as the **Clothing Partner** for **ENCORE'26**, the annual event of Blitz – The Western Dance Society, Shaheed Sukhdev College of Business Studies, DU.

The deliverables promised by Blitz – The Western Dance Society are as follows:

- Belle will be addressed as the **Clothing Partner** for the event.
- 6 reels promoting Belle and its products.
- 6 stories/social media campaigns promoting Belle.
- Brand tags and logo placement on all relevant social media creatives and announcements.
- Logo placement on the official event banner, standees, backdrop, and other on-ground branding collateral (where applicable).
- One dedicated announcement post introducing Belle as the Clothing Partner.
- One dedicated appreciation post featuring Belle after the successful completion of the event.
- On-ground shoutout during the event, with a video recording to be shared post-event.
- Mention of Belle in all relevant event PR and promotional content released by Blitz.
- Opportunity for Belle products to be showcased or displayed at the venue (subject to venue permissions).
- 175 followers on Belle's social media platform(s).
- 175 broadcast messages promoting Belle in WhatsApp groups.
- 100 Google reviews of Belle and its products.
- 100 Instagram DM reviews of Belle and its products.
- High-quality professional photographs from the event will be shared with Belle only if a media sponsor is secured. If a media sponsor is not available, this deliverable will not be mandatory.

The deliverables expected from Belle:

- 4 hampers for the event, each worth **₹3,000**, containing Belle products.
- The hampers will be provided by Belle before the event in a mutually agreed manner.

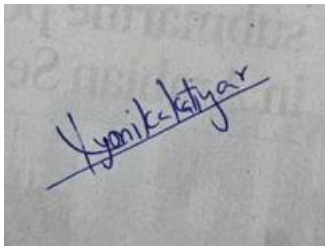
- All deliverables from Blitz must be completed prior to the dispatch/collection of the hampers to ensure smooth execution of the collaboration.
- Blitz will share the name and contact details of the Point of Contact (POC) responsible for coordinating the collaboration and receiving the hampers.

Looking forward to a successful collaboration.

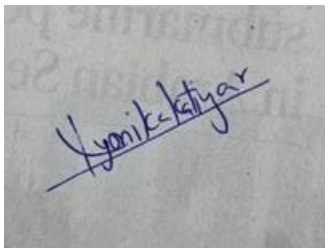
Regards

For Blitz – Western Dance Society

Nyonika Katiyar
Vice President
9650369367



(Authorized Signatory)



For Belle
(Authorized Signatory)